



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-11/05/12**

Contract / Revision **315466 /**
Original Date / Revision
 10/22/12 10/22/12
Advertiser **Republican Party of FL - 3 P**

Agency **McLaughlin & Associates**
Buying Contact
919 Prince Street
Alexandria, VA 22314

Product
RPOF3PAC(Bogdanoff,GARDINER,
Agency Com 15%
Billing Contact
566 South Route 303
Blauvelt, NY 10913
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **619 BULLYING**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	33	\$32,406.25	\$38,125.00	0.00	10/01/12	10/28/12	33	\$32,406.25	\$38,125.00
November 2012	36	\$33,957.50	\$39,950.00	0.00	10/29/12	11/05/12	36	\$33,957.50	\$39,950.00
Totals	69	\$66,363.75	\$78,075.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/23/12	11/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 11----			2		\$1,200.00		0.00			
Week:		10/29/12	11/04/12	11-----			2		\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----			1		\$1,200.00		0.00			
N 2	WPTV	10/23/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00 NM	11	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



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Contract / Revision

315466

Flight Dates **10/23/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **RPOF3PAC(Bogdanoff,GAR** Estimate # **619 BULLYING**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/23/12	11/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00	NM	11	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-2111--					5	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	11111--					5	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 3	WPTV	10/23/12	11/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$575.00	FX	0.00	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$575.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$575.00		0.00			
N 4	WPTV	10/23/12	11/04/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$500.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$500.00		0.00			
N 5	WPTV	10/23/12	11/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$425.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$425.00		0.00			
N 6	WPTV	10/23/12	11/04/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$725.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$725.00		0.00			
N 7	WPTV	10/23/12	11/04/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-111---					3	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	111----					3	\$1,600.00		0.00			
N 8	WPTV	10/23/12	11/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$1,600.00		0.00			
N 9	WPTV	10/23/12	11/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-11----					2	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$1,800.00		0.00			
N 10	WPTV	10/29/12	11/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	1-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$950.00		0.00			
N 11	WPTV	10/29/12	11/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----					1	\$950.00		0.00			
N 12	WPTV	10/23/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **315466** Flight Dates **10/23/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **RPOF3PAC(Bogdanoff,GAR** Estimate # **619 BULLYING**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N12	WPTV	10/23/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 11----					2	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	11-----					2	\$1,400.00		0.00			
N13	WPTV	10/23/12	10/28/12	Wednesday Prime B L&O:SVU	CM	9-10p	--W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----					1	\$2,500.00		0.00			
N14	WPTV	10/29/12	11/04/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$725.00		0.00			
N15	WPTV	10/23/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
N16	WPTV	10/29/12	11/04/12	Notre Dame Notre Dame	CM	12p-11p (3:30 PM-7:00 PM)	-----S-	:30	2	\$600.00	FX	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					2	\$600.00		0.00			
N17	WPTV	10/23/12	10/28/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
N18	WPTV	10/29/12	11/04/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
N19	WPTV	10/29/12	11/04/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,400.00		0.00			
N20	WPTV	10/23/12	11/04/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$500.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$500.00		0.00			
N21	WPTV	10/23/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	2	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$1,075.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$1,075.00		0.00			
N22	WPTV	10/23/12	10/28/12	SU 10-11am To the Poir SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$425.00		0.00			
N23	WPTV	10/23/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$850.00		0.00			



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Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **RPOF3PAC(Bogdanoff,GAR** Estimate # **619 BULLYING**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N23	WPTV	10/23/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
N24	WPTV	10/23/12	10/28/12	Su 1130p-1205a after NEM 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,000.00		0.00						
N25	WPTV	10/23/12	10/28/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,325.00	FX	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,325.00		0.00						
Totals														69	\$78,075.00